

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY CARACAS

UNCLAS STATE 125984

E.O. 11652:N/A

TAGS: BEXP, VE

SUBJECT: SATURATION MARKETING CAMPAIGN

REF: STATE 095329

1. THE FOLLOWING SIX EVENTS HAVE RECEIVED PROGRAM CLEAR-
ANCE WITHIN USDOC/OIM FOR SUBJECT CAMPAIGN FOR VENEZUELA
FOR FY 1977 AND FY 1978. NOTE THAT DATES FOR ENERGY SYSTEM
AND GRAPHIC ARTS HAVE BEEN CHANGES FROM SCHEDULE OUTLINED
IN REFTEL. EVENT SCHEDULE FOR FY 1977:

----MARCH-METALWORKING MACHINERY AND EQUIPMENT

----JUNE-PROCESSING CONTROL INSTRUMENTATION

----SEPTEMBER-TELECOMMUNICATIONS, RADIO & TV

EVENT SCHEDULE FOR FY 1978:

----MARCH-ENERGY SYSTEMS

----JUNE-PRINTING AND GRAPHIC ARTS

----SEPTEMBER-PLASTICS PRODUCTION EQUIPMENT

2. TENTATIVE DATES SELECTED FOR FIRST THREE SHOWS FOLLOW:
METALWORKING, MARCH 21-26; PROCESS CONTROL, JUNE 13-18;
TELECOMMUNICATIONS, SEPTEMBER 19-24. PLEASE CONFIRM DATES
ACCEPTABLE. POST RECOMMENDATIONS FOR SEMINARS TO SUPPORT
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THESE THREE EVENTS ARE REQUESTED. USDOC SUGGESTS PETRO-

CHEMICAL SEMINAR BE SCHEDULED WITH PROCESS CONTROL IF GOV
SUPPORT CAN BE OBTAINED.

3. USDOC IS PLANNING AN EXTENSIVE PROMOTION CAMPAIGN TO
ADVERTISE THE NEW MARKETING APPROACH. ALL PROMOTIONAL
MATERIAL WILL HIGHLIGHT THE MARKET PROMOTION OPPORTUNITIES,
I.E. THE EXHIBITIONS AND THE COMPREHENSIVE MARKET SURVEY.
THE SURVEY IS DUE FROM THE PRINTERS THE FIRST WEEK OF
JUNE. A SPECIAL INSERT WITH RETURN POST CARD LISTING THE
EXHIBITIONS WILL BE PLACED IN EACH SURVEY, INVITING
COMPANIES TO PREREGISTER FOR THE EXHIBITIONS. AN INVITA-
TION LETTER, WHICH WE EXPECT TO HAVE SIGNED BY THE
SECRETARY OF COMMERCE, HAS BEEN PREPARED TO ACCOMPANY AN
ADVERTISING FLYER LISTING THE EXHIBITIONS AND OFFERING THE
SURVEY FOR SALE THROUGH GPO. THIS PACKAGE WILL BE MAILED
TO OVER 14,000 U.S. FIRMS.

4. A SPECIAL ARTICLE WILL BE PREPARED FOR COMMERCE
AMERICA AND A SPECIAL KICK-OFF FUNCTION WILL BE HELD IN
THE SECOND HALF OF JUNE. WE WOULD HOPE TO HAVE THE
PRESIDENT'S EXPORT PROMOTION COUNCIL CO-SPONSOR THE KICK-
OFF FUNCTION. COMMERCE DISTRICT OFFICES WILL ALSO PROMOTE
THE NEW VENEZUELAN CAMPAIGN, AND A NUMBER OF EXPORTING TO
VENEZUELA SEMINARS WILL BE HELD THROUGHOUT THE UNITED
STATES IN THE FALL--SEPTEMBER-OCTOBER.

5. COPIES OF THE PROMOTIONAL MATERIALS WILL BE MAILED TO
THE POST AS THEY ARE RECEIVED FROM THE PRINTER, ALONG WITH
COPIES OF THE SURVEY. THE POST MAY WISH TO CONSIDER LOCAL
PUBLICITY THROUGH ITS COMMERCIAL NEWSLETTER, THE MONTHLY
BUSINESSMEN'S MEETING, THE VENEZUELAN-AMERICAN CHAMBER
OF COMMERCE, ETC. THE NEWSLETTER MIGHT LIST THE PROMOTION
EVENTS AND INVITE LOCAL AGENTS TO PREREGISTER FOR SPECIFIC
EXHIBITIONS. RECOMMENDATIONS FOR ADDITIONAL PROMOTION,
EITHER IN VENEZUELA OR THE UNITED STATES, WOULD BE
APPRECIATED. ROBINSON

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